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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|--|-------------|----------------------|---------------------|------------------|
| 10/015,709 | 11/30/2001 | John D. Zimmerman | US010626 | 9526 |
| 24737 | 7590 | 10/05/2006 | EXAMINER | |
| PHILIPS INTELLECTUAL PROPERTY & STANDARDS P.O. BOX 3001 BRIARCLIFF MANOR, NY 10510 | | | O'STEEN, DAVID R | |
| | | | ART UNIT | PAPER NUMBER |
| | | | 2623 | |

DATE MAILED: 10/05/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

**Advisory Action
Before the Filing of an Appeal Brief**

| | | |
|-------------------------------|----------------------------------|--|
| Application No. 10/015,709 | Applicant(s) ZIMMERMAN ET AL. | |
| Examiner David R. O'Steen | Art Unit 2623 | |

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 11 September 2006 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE.

1. ☒ The reply was filed after a final rejection, but prior to or on the same day as filing a Notice of Appeal. To avoid abandonment of this application, applicant must timely file one of the following replies: (1) an amendment, affidavit, or other evidence, which places the application in condition for allowance; (2) a Notice of Appeal (with appeal fee) in compliance with 37 CFR 41.31; or (3) a Request for Continued Examination (RCE) in compliance with 37 CFR 1.114. The reply must be filed within one of the following time periods:

- a) ☐ The period for reply expires _____ months from the mailing date of the final rejection.
b) ☒ The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.

Examiner Note: If box 1 is checked, check either box (a) or (b). ONLY CHECK BOX (b) WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

NOTICE OF APPEAL

2. ☐ The Notice of Appeal was filed on _____. A brief in compliance with 37 CFR 41.37 must be filed within two months of the date of filing the Notice of Appeal (37 CFR 41.37(a)), or any extension thereof (37 CFR 41.37(e)), to avoid dismissal of the appeal. Since a Notice of Appeal has been filed, any reply must be filed within the time period set forth in 37 CFR 41.37(a).

AMENDMENTS

3. ☐ The proposed amendment(s) filed after a final rejection, but prior to the date of filing a brief, will not be entered because
(a) ☐ They raise new issues that would require further consideration and/or search (see NOTE below);
(b) ☐ They raise the issue of new matter (see NOTE below);
(c) ☐ They are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
(d) ☐ They present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____. (See 37 CFR 1.116 and 41.33(a)).

4. ☐ The amendments are not in compliance with 37 CFR 1.121. See attached Notice of Non-Compliant Amendment (PTOL-324).
5. ☐ Applicant's reply has overcome the following rejection(s): _____.
6. ☐ Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
7. ☐ For purposes of appeal, the proposed amendment(s): a) ☐ will not be entered, or b) ☐ will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.
The status of the claim(s) is (or will be) as follows:
Claim(s) allowed: _____.
Claim(s) objected to: _____.
Claim(s) rejected: _____.
Claim(s) withdrawn from consideration: _____.


AFFIDAVIT OR OTHER EVIDENCE

8. ☐ The affidavit or other evidence filed after a final action, but before or on the date of filing a Notice of Appeal will not be entered because applicant failed to provide a showing of good and sufficient reasons why the affidavit or other evidence is necessary and was not earlier presented. See 37 CFR 1.116(e).
9. ☐ The affidavit or other evidence filed after the date of filing a Notice of Appeal, but prior to the date of filing a brief, will not be entered because the affidavit or other evidence failed to overcome all rejections under appeal and/or appellant fails to provide a showing a good and sufficient reasons why it is necessary and was not earlier presented. See 37 CFR 41.33(d)(1).
10. ☐ The affidavit or other evidence is entered. An explanation of the status of the claims after entry is below or attached.

REQUEST FOR RECONSIDERATION/OTHER

11. ☒ The request for reconsideration has been considered but does NOT place the application in condition for allowance because:
See Continuation Sheet.
12. ☐ Note the attached Information Disclosure Statement(s). (PTO/SB/08) Paper No(s). _____.
13. ☐ Other: _____.

Continuation of 11. does NOT place the application in condition for allowance because: On page 6, lines 17-19 of the Remarks section, the applicant argues that the Brown reference does not teach or suggest that the rationale given to the user is performed in a conversational tone. Instead, the applicant maintains that Brown presents the rationale for the recommendation in a "clinical" tone. The examiner respectfully disagrees. Brown gives the rationale for the recommendation in a conversational tone. On page 8, lines 18-21 of the applicant specification, the applicant states that "As an example, in recommended [sic] a new program, Dracula 2000, the system tells the user that Dracula 2000 stars Jeri Ryan who frequently appears in Star Trek Voyager (the latter show being one for which the user has demonstrated a preference)." The presentation is exactly alike Brown's presentation of why it recommends "Grumpy Old Men" (after specifying a preference for "Splash") because "Both programs list Daryl Hannah as Actor" (Brown, fig. 9B.156A). Brown has numerous examples of presenting rationales for recommendations based on other reasons (such as both shows have the same director, fig. 9A). The applicant also argues that Brown is deficient in meeting the limitations of Claim 1 because it does not "tell" the user the rationale. The applicant, on page 6, lines 21-28, states that the specification has support for an audio output, namely from fig. 3. 150 (a set-top terminal/television 150) and that televisions are known in the art to have audio output capabilities. Without going into whether the specification provides support for an audio output from the applicant's cited passages, the examiner would like to point out that the stated limitation in Claim 1 is "a means for communicating said recommendation and said rationale to the user, wherein the communication for said rationale to the user is performed in a conversational tone." Nowhere in the claim language does the applicant state that the means for communication is a speaker or audio in nature. The examiner maintains that this limitation is met by Brown specifically by fig. 11 (or figs. 9A, 9B, or 12, as well). Finally, the examiner would also like to point out that reading the above limitation in Claim 1, in light of the specification, would seem to suggest a video display of the recommendation. The examiner is specifically referring to fig. 4.512, where the rationale is displayed to the user. For the reasons above, the examiner maintains his rejection of Claims 1-6, 8-19, and 21.


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